



marketplace

RE: Potential of Alameda's Downtown District
c/o Main Street Properties
985 Moraga Rd
Lafayette, CA 94549

November 9, 2016

To Whom It May Concern,

In 2002 we took a chance on a beautiful brick building that was sandwiched between two active auto dealerships. The Marketplace was born in what was formerly Winner Ford. The community demanded that we expand our vitamin store into a full service natural foods store, the first of its kind in Alameda. Trader Joe's came to Alameda in the same period and both stores opened in the same quarter.

The Marketplace has been supported by customers on and off the island from its humble beginnings to its current successful state. Other businesses see the viability and want to be our neighbors and benefit from our foot traffic. Some even design their buildings to replicate the classic look of the Marketplace.

The Marketplace has seen continuous growth over the past eight years while Alameda has shifted from a recovering naval town to a bedroom community of San Francisco. Our customers are: retirees with a high level of disposable income, San Francisco ex-pats looking for a safe city with good schools to lay down roots, families looking for safe, healthy and organic options for their families.

Our customers are looking for places to gather, bring their children and expose them to our message and what we offer. We've watched multiple children grow up and get their first job at the Marketplace. Folks bring their out of town families in to share the experience. These customers are looking for unique, authentic experiences, quality products and stand out customer service.

Based on what we've seen of the tenant mix of other Main Street Property developments, we think that Main Street Property Services, understands and shares this vision. My contact information is below and I am available to discuss this further on the phone or in person.

Regards,

Donna Layburn
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